

**MINUTES OF THE BOARD OF DIRECTORS  
HOLLYWOOD PROPERTY OWNERS ALLIANCE  
February 19, 2009**

Directors Present	Thaddeus Smith, V.P.	The Music Box Theater
	Michael Gargano, Secretary	Argent Ventures and Millennium Partners
	Frank Stephan, Treasurer	The Clarett Group
	Aziz Banayan	Algert Co., Inc.
	Shawn Ingram	My Friend's Place
	Don Jacinto	Hollywood Roosevelt
	Jan Martin	AMDA
	Hilary Royce	Church of Scientology International
	Tej Sundher	Hollywood Wax Museum
	John Tronson	Tronson Investment Group
	Monica Yamada	CIM Group, Inc.
	Neelura Bell	CRA/LA - (Ex-officio Member)
	David Green	Nederlander Organization - (Ex-officio Member)
	Leron Gubler	Hollywood Chamber of Commerce- (Ex-officio Member)
Directors Absent	Chris Bonbright, President	Whitley Court Partners
	Greg Angelo	METRO
	Jeff Cohen	Gatehouse Capital
	Nathan Korman	NBK, LLC
	Jose Malagon	Hollywood Media Center
	Ron Radachy	Oasis of Hollywood
	Captain Beatrice Girmala	LAPD - (Ex-officio Member)
Staff	Kerry Morrison	HPOA
	Sarah MacPherson	HPOA
	Joe Mariani Jr.	HPOA
	Katie Zandona	HPOA
	Bill Farrar	Andrews International
	Steve Seyler	Andrews International
Guests	Steve Cohen	Village Pizzeria
	Officer Danny Pesqueira	LAPD

I. Call to Order

The meeting was called to order by Board Vice President Thaddeus Smith at 4:00 p.m.

II. Public Comment

Steve Cohen from Village Pizzeria introduced himself to the board as a new stakeholder in the BID. Cohen requested that the board consider extending the BID's security hours and increase tree trimming for the palm trees along Yucca Street.

Smith introduced and welcomed to the board Neelura Bell. Bell will be representing the CRA/LA and replacing Leslie Lambert as an ex-officio member of the board.

III. Approval of Minutes

**It was moved by Jan Martin, seconded by Tej Sundher and CARRIED to approve the minutes from the board's January 15, 2009 meeting.** [Unanimously approved].

IV. Treasurer's Report

A. Treasurer's Report:

1. Approve Treasurer's Report for December 31, 2008: Frank Stephan informed the board that the first assessment revenue installment was received from the City and deposited into the operations account. Though Wells Fargo had granted a \$250,000 line of credit, this would no longer be necessary. With the arrival of the new funds, Stephan mentioned that some bills that had been postponed in January would now be paid for in February. Kerry Morrison informed the board that M+S Management had not properly adjusted the rent for the new year. The psf rate will now be \$1.72, which is less than market. However, the actual rent expense for the year will be \$32,384, which is approximately \$4,900 higher than the \$27,474 budgeted. Despite the increase the board felt that the staff should remain in their current space at the new rate.

**It was moved by John Tronson, seconded by Tej Sundher and CARRIED to approve the Treasurer's Report from January 31, 2009.** [Unanimously approved].

V. Committee/Activity Reports

A. Streetscape Committee

1. The New Alley Zone: Sarah MacPherson presented a slide show which depicted before and after photos of the new alley zone which the BID began servicing on January 1, 2009. The photos depicted a significant improvement in the alleys in just a 45 day period. Bill Farrar explained to the board that by taking the first step to clean up the alleys in the district it should help decrease crime in these areas.

2. Report from Pedestrian Alley meeting for ECCA Alley: Approximately 35 people were in attendance at Space 1520 on January 27, 2009 to discuss the East Cahuenga Corridor Alley. Property owners and stakeholders from the corridor were in attendance to discuss the possibility of a pedestrian mall ordinance that was under consideration by the City. The various gates and walls that have been erected would have to be removed. A

subcommittee was formed to guide this process and will be chaired by Aziz Banayan.

3. Hollywood Crossroads Project - Phase II: MacPherson reported that the CRA has worked with Cal Trans to secure money from the state to complete the project. The plan would allow for 60 Ficus trees to be removed from the Walk of Fame, replaced by palm trees.

**B. Security Committee:**

1. Report from LAPD: Office Pesqueira discussed with the board how Captain Girmala has been working to try and get more officers for Hollywood Station. With the recent opening of Olympic Division, Hollywood station was forced to move some officers over. Officer Pesqueira reported that LAPD Vice has also been working with nightclubs in the area to ensure they are operating properly.

2. Security Update: John Tronson informed the board that the committee's meeting had been postponed until February 26, 2009 to allow for the two BIDs to finalize their committee members. Steve Seyler reported that Andrews International has recently purchased two new TR3 vehicles, used upon the sidewalk, for use in both the Hollywood Entertainment District and Sunset and Vine BID. The vehicles, which were purchased at no cost to either BID, will also serve to help Andrews be more visible in the community.

**C. Marketing Committee:**

1. Report from Marketing Committee Meeting: Tej Sundher gave an update of the marketing committee's first meeting. Sundher explained that he felt it would be helpful for the committee if the board could discuss what they felt some of the committee's objectives should be in order to give the group a better direction in future meetings. Morrison suggested that the topic be added to the board's retreat agenda. Katie Zandona also reviewed with the board the guidelines for the committee.

2. NavigateHollywood.com Launch: Zandona distributed to the board recent coverage on the launch of NavigateHollywood.com. The website officially launched on January 29, 2009 during an online press conference with media representatives and Council President Garcetti in attendance. In addition to this Council President Garcetti announced the site's official launch at his State of Hollywood luncheon later that afternoon. Currently HPOA staff are working on advertising options for interested businesses who wish to advertise on the site.

3. Fashion Awards Update: Zandona informed the board that this March's Fashion Awards have been cancelled due to a lack of funding. She has yet to receive word relative to whether Fashion Week will still be coming to Hollywood in October 2009.

4. Visitor Guide Preparations: HPOA staff and Zandona are preparing to begin sales again for this year's 2009-2010 Hollywood Visitor Guide and Map. As an incentive to potential businesses advertising options have all been discounted \$100.

**VI. Old Business**

A. Hollywood Urban Design Plan: Morrison briefed the board on a recent meeting that

was held at the Taft Building on January 21, 2009 where the plan was discussed. Aziz Banayan and Michael Gargano expressed their concern to Neelura Bell regarding the process of informing community members of the planning process. The board requested that the HPOA staff reach out to the CRA to see if the board and the BID's stakeholders can have a meeting with the CRA regarding the plan. Bell informed the board that the CRA is hoping to have a meeting with the board and the BID's stakeholders in late March, no later than mid-April, so the plan's consultants could have enough time to take feedback from previous meetings and bring the ideas to the group's meeting.

## VII. New Business

A. Summary of Assessment Adjustments: MacPherson and Morrison reviewed with the board some of the parcel changes that have occurred in the BID since the assessment roll was submitted last year. Most notably was the W Hotel and Metro Parcels at the corner of Hollywood and Vine. The requested parcel assessment adjustments will be submitted to the City Clerk's office for review and approval prior to the March 1, 2009 deadline. Monica Yamada requested that the staff also look into properties that may have a TCO (Temporary Certificate of Occupancy).

B. Connect Day: Morrison informed the board that the Project YIMBY Connect Day will be taking place again this year at the Music Box. The event will be held on Thursday, June 25, 2009. Shawn Ingram informed the board that the focus this year will be on providing housing resources for homeless individuals who attend. Ingram also thanked Thaddeus Smith for allowing his venue to be the host for the second straight year.

## VIII. Report from Executive Director

A. Stakeholder Case Management: Morrison provided the board with some examples over the past year where the HPOA had worked with City and Community entities to help solve or mitigate stakeholder problems within the district.

B. Project 20: Morrison reported that the County will be working with the BID to evaluate 20 of Hollywood's chronically homeless individuals as identified by Andrews International. The project is similar to Downtown L.A.'s Project 50, and will help serve as a resource to secure housing/supportive services for these individuals in the Hollywood area.

C. CRA Meeting with Kevin DeLeon: Recently Morrison attended a meeting along with representatives from CRA to prepare Assembly Member Kevin DeLeon for an upcoming budget meeting where cuts to redevelopment dollars would be discussed. The BID and CRA provided the Assembly Member with information to support his desire to keep redevelopment dollars in Hollywood untouched, despite recent budget cuts.

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D. P.A.L. at the Oscars: Smith invited all those in attendance to come to P.A.L.'s Night at the Oscar event, February 22, 2009 at the Hollywood Museum. Tickets could be purchased online, proceeds go to benefit the Police Activities League.

VIII. Next Meeting

The next meeting was scheduled for Thursday, March 19, 2009 at 4 p.m. in Suite 200 of the Taft Building (1680 Vine St., Hollywood, CA. 90028).

IX. Adjournment

There being no further business the meeting was adjourned by Board Vice President Thaddeus Smith at 5:37 p.m.